

Rep Order# 6832435 Ver# 4 Status Returned Traffic Order# 104785
EC'd Yes

Printed: 07/26/2012 4:19 PM
Last Received: 07/25/2012 8:32 PM

Showing Btrylines: All Lines
SC=*

1 of 11

Station KSNV-TV LAS VEGAS, NV.
Advertiser () AMER. CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Emily Miltoan
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm PHLADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

— REMARKS —
PLEASE SEE TP CHANGES BELOW. T HANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	SU		630P-7P	NBC SUN-FB1L	:30	\$175.00	09/23-09/23	0	0	0	\$0.00	
2	SU		5P-630P	NBC SUN-FB1L<	:30	\$650.00	09/23-09/23	0	0	0	\$0.00	
3	SU		7P-8P	NBC SUN-FB1L	:30	\$1,000.00	09/23-09/23	0	0	0	\$0.00	
4	SU		7P-9P	NBC SUN-FB1L<	:30	\$1,000.00	09/23-09/23	0	0	0	\$0.00	
5	TU		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/18-09/18	1	1	1	\$200.00	
6	W		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/19-09/19	1	1	1	\$200.00	
7	TH		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
8	SU		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
9	M		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
10	TU		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
11	W		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
12	TH		430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	

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Station	KSNV-TV	LAS VEGAS, NV.
Advertiser	() AMER. CROSSROADS
Product	American Crossroads	
Estimate#	691	
Buyer	Emily Milhoan	

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency CPI/P2E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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Station	KSNV-TV LAS VEGAS, NV.				Traffic Order# 104785				Rep Firm	
Advertiser	() AMER. CROSSROADS								Sales Office () PHILADELPHIA	
Product	American Crossroads								Salesperson () AMY MCCREARY	
Estimate#	691								Salesperson Phone# 215-568-6540	
Buyer	Emily Milhoan								Salesperson FAX# 215-568-1845	
Fax#										
L/T	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots
										Total Cost
										Daypart
---	---	---	---	---	---	---	---	---	---	---
30	SU	8P-10P	VARIOUS		:30	\$1,150.00	09/23-09/23	0	0	0
31	SA	7P-730P	AVG. ALL WKS		:30	\$350.00	09/22-09/22	0	0	\$0.00
32	TU	2P-3P	DOCTORS		:30	\$325.00	09/18-09/18	1	1	\$325.00
33	W	2P-3P	DOCTORS		:30	\$325.00	09/19-09/19	1	1	\$325.00
34	TH	2P-3P	DOCTORS		:30	\$325.00	09/20-09/20	1	1	\$325.00
35	F	2P-3P	DOCTORS		:30	\$325.00	09/21-09/21	1	1	\$325.00
36	M	2P-3P	DOCTORS		:30	\$325.00	09/24-09/24	1	1	\$325.00
37	TU	2P-3P	DOCTORS		:30	\$325.00	09/25-09/25	1	1	\$325.00
38	W	2P-3P	DOCTORS		:30	\$325.00	09/26-09/26	1	1	\$325.00
39	TH	2P-3P	DOCTORS		:30	\$325.00	09/27-09/27	1	1	\$325.00
40	TU	10A-11A	TODAY SHW3-NBC		:30	\$325.00	09/18-09/18	1	1	\$325.00
41	W	10A-11A	TODAY SHW3-NBC		:30	\$325.00	09/19-09/19	1	1	\$325.00
42	TH	10A-11A	TODAY SHW3-NBC		:30	\$325.00	09/20-09/20	1	1	\$325.00
43	F	10A-11A	TODAY SHW3-NBC		:30	\$325.00	09/21-09/21	1	1	\$325.00
44	M	10A-11A	TODAY SHW3-NBC		:30	\$325.00	09/24-09/24	1	1	\$325.00
45	TU	10A-11A	TODAY SHW3-NBC		:30	\$325.00	09/25-09/25	1	1	\$325.00

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Hiatus Weeks

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () AMER CROSSROADS

Product American Crossroads

Estimate# 691

Buyer Emily Milhoan

Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

--- --- --- ---

46 W 10A-11A TODAY SHW3-NBC

:30 \$325.00 09/26-09/26

1 1 1 1

\$325.00

47 TH 10A-11A TODAY SHW3-NBC

:30 \$325.00 09/27-09/27

1 1 1 1

\$325.00

48 TU 9A-10A TODAY SHW2-NBC

:30 \$750.00 09/18-09/18

1 1 1 1

\$750.00

49 W 9A-10A TODAY SHW3-NBC

:30 \$750.00 09/19-09/19

1 1 1 1

\$750.00

50 TH 9A-10A TODAY SHW2-NBC

:30 \$750.00 09/20-09/20

1 1 1 1

\$750.00

51 F 9A-10A TODAY SHW2-NBC

:30 \$750.00 09/21-09/21

1 1 1 1

\$750.00

52 M

9A-10A

TODAY SHW2-NBC

53 TU

9A-10A

TODAY SHW2-NBC

54 W

9A-10A

TODAY SHW2-NBC

55 TH

9A-10A

TODAY SHW2-NBC

56 SA

9A-10A

AVG. ALL WKS

57 TU

630P-7P

JEOPARDY<

58 W

630P-7P

JEOPARDY<

Buyline Comment: TP CHANGE

59 TH

630P-7P

JEOPARDY<

Buyline Comment: TP CHANGE

60 F

630P-7P

JEOPARDY<

Buyline Comment: TP CHANGE

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/PZ/E 11/27/691

Flight Dates 09/18/2012 - 09/27/2012

Salesperson

Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Rep Firm

) PHILADELPHIA

Sales Office () AMY MCCREARY

Salesperson

Phone# \$1,000.00

FAX# \$1,000.00

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Advertiser () AMER CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Emily Milloan
Phone#
Fax#

T.T. In Day Time Program

Agency () CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY
Agency CPI/PZE 11/27/691	Salesperson Phone# 215-568-6540
Flight Dates 09/18/2012 - 09/27/2012	Salesperson FAX# 215-568-1845
Hiatus Weeks	
Len Rate Dates Spots/Week # of Spots Weeks Total Spots	Total Cost Daypart

61 M 630P-7P JEOPARDY< :30 \$1,000.00 09/24-09/24 1 1 1 1 \$1,000.00
Buyline Comment: TP CHANGE

62 TU 630P-7P JEOPARDY< :30 \$1,000.00 09/25-09/25 1 1 1 1 \$1,000.00
Buyline Comment: TP CHANGE

63 W 630P-7P JEOPARDY< :30 \$1,000.00 09/26-09/26 1 1 1 1 \$1,000.00
Buyline Comment: TP CHANGE

64 TH 630P-7P JEOPARDY< :30 \$1,000.00 09/27-09/27 1 1 1 1 \$1,000.00
Buyline Comment: TP CHANGE

65 TU 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/18-09/18 1 1 1 1 \$750.00

66 W 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/19-09/19 1 1 1 1 \$750.00

67 TH 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/20-09/20 1 1 1 1 \$750.00

68 F 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/21-09/21 1 1 1 1 \$750.00

69 M 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/24-09/24 1 1 1 1 \$750.00

70 TU 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/25-09/25 1 1 1 1 \$750.00

71 W 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/26-09/26 1 1 1 1 \$750.00

72 RA 1135P-1235A TONITE SHW-NBC< :30 \$750.00 09/27-09/27 1 1 1 1 \$750.00

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Advertiser	() AMER CROSSROADS	Sales Office () PHILADELPHIA										
Product	American Crossroads	Salesperson () AMY MCCREARY										
Estimate#	691	Agency C/P1/P2/E 11/27/691										
Buyer	Emily Milloan	Flight Dates 09/18/2012 - 09/27/2012										
Phone#		Hiatus Weeks										
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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89	TU		7A-9A	TODAY SHW	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
90	W		7A-9A	TODAY SHW	:30	\$1,500.00	09/19-09/19	1	1	1	\$1,500.00	
91	TH		7A-9A	TODAY SHW	:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
92	F		7A-9A	TODAY SHW	:30	\$1,500.00	09/21-09/21	1	1	1	\$1,500.00	
93	M		7A-9A	TODAY SHW	:30	\$1,500.00	09/24-09/24	1	1	1	\$1,500.00	
94	TU		7A-9A	TODAY SHW	:30	\$1,500.00	09/25-09/25	1	1	1	\$1,500.00	
95	W		7A-9A	TODAY SHW	:30	\$1,500.00	09/26-09/26	1	1	1	\$1,500.00	
96	TH		7A-9A	TODAY SHW	:30	\$1,500.00	09/27-09/27	1	1	1	\$1,500.00	
97	TU		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/18-09/18	1	1	1	\$700.00	
98	W		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/19-09/19	1	1	1	\$700.00	
99	TH		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/20-09/20	1	1	1	\$700.00	
100	F		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/21-09/21	1	1	1	\$700.00	
101	M		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
102	TU		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
103	W		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/26-09/26	1	1	1	\$700.00	
104	TH		4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
105	W		5P-630P	VARIOUS	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () AMER. CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Emily Milnean
Phone#
Fax#
LT In Day Time Program

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency CPI/P2E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Agency	() CROSSROADS MEDIA	Rep Firm	PHILADELPHIA
Sales Office	() PHILADELPHIA	Sales Office	() PHILADELPHIA
Salesperson	() AMY MCCREARY	Salesperson	() AMY MCCREARY
Len	Rate	Dates	Spots/Week # of Weeks
---	---	---	-----
122 TH 10P-11P PRIME SUSP-NBC	:30 \$1,400.00	09/20-09/20 09/27-09/27	0 0 0 0
123 TH 10P-11P PRIME SUSP-NBC	:30 \$1,400.00	09/21-09/21	0
124 F 9P-11P GRIMM-NBC/DATELINE FR-NBC	:30 \$1,150.00	09/23-09/23	0
125 SU 9P-11P LAW & ORDER<	:30 \$1,150.00	09/23-09/23	0
126 SU 9A-930A AVG. ALL WKS	:30 \$500.00	09/23-09/23	1 1 1 1
127 W 11P-1135P NEWS 3 AT 11<	:30 \$1,100.00	09/19-09/19	1 1 1 1
128 F 11P-1135P NEWS 3 AT 11<	:30 \$1,100.00	09/21-09/21	1 1 1 1
129 M 11P-1135P NEWS 3 AT 11<	:30 \$1,100.00	09/24-09/24	1 1 1 1
130 W 11P-1135P NEWS 3 AT 11<	:30 \$1,100.00	09/26-09/26	1 1 1 1
131 W 9P-11P AVG. ALL WKS	:30 \$2,300.00	09/19-09/19	0 0 0 0
132 W 9P-11P AVG. ALL WKS	:30 \$2,300.00	09/26-09/26	0 0 0 0
133 TÜ 630P-7P FACE-J RALSTON<	:30 \$800.00	09/18-09/18	1 1 1 1
134 TH 630P-7P FACE-J RALSTON<	:30 \$800.00	09/20-09/20	1 1 1 1
135 M 630P-7P FACE-J RALSTON<	:30 \$800.00	09/24-09/24	1 1 1 1
136 TU 630P-7P FACE-J RALSTON<	:30 \$800.00	09/25-09/25	1 1 1 1
137 TU 8P-9P BIGST LR12-NBC	:30 \$1,350.00	09/18-09/18	0 0 0 0
138 TU 8P-9P BIGST LR12-NBC	:30 \$1,350.00	09/25-09/25	0 0 0 0

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () AMER. CROSSROADS

Product American Crossroads
Estimate# 691

Buyer Emily Milhoan
Phone#
Fax#

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

Rep Firm	Sales Office	Salesperson	
() PHILADELPHIA	() ALEXANDRIA, VA 22314	() AMY MCCREARY	
Salesperson Phone#	215-568-6540	Salesperson FAX#	215-568-1845

Agency () CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314	Flight Dates 09/18/2012 - 09/27/2012	Hiatus Weeks										
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
139	TH		8P-9P	OFFICE/UP	:30	\$2,400.00	09/20-09/20	1	1	1	\$2,400.00	
140	TH		8P-9P	COMMUNITY-NBC/PARK & REC-NBC	:30	\$1,350.00	09/27-09/27	0	0	0	\$0.00	
141	M		9P-11P	SING OFF-NBC/ROCK-WLIMS-NBC	:30	\$3,000.00	09/24-09/24	0	0	0	\$0.00	
142	TU		8P-10P	BIGST LRL2-NBC	:30	\$3,000.00	09/18-09/18	0	0	0	\$0.00	
143	TU		8P-10P	BIGST LRL2-NBC	:30	\$3,000.00	09/25-09/25	0	0	0	\$0.00	
144	SU		8A-9A	MEET PRESS-SUN	:30	\$3,000.00	09/23-09/23	1	1	1	\$3,000.00	
145	W		9P-11P	SVY	:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00	
146	SU		8P-930P	NEWS IN PRIME	:30	\$1,800.00	09/23-09/23	1	1	1	\$1,800.00	
147	SU		10P-11P	L&O	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
148	TU-F		5A-6A	NEWS	:30	\$325.00	09/18-09/21	1	1	1	\$325.00	
149	SU		1130P-12A	SPORTS NIGHT	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
*150	W-F		630P-7P	FACE-J RALSTON< Station Remark: V4 NOT NA - PROGRAM AIRING 730-8P	:30	\$800.00	09/19-09/21	2	1	2	\$1,600.00	
*151	W-Th		630P-7P	FACE-J RALSTON< Station Remark: V4 NOT NA - PROGRAM AIRING 730-8P	:30	\$800.00	09/26-09/27	2	1	2	\$1,600.00	

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () AMER. CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Emily Milhoan
Phone#
Fax#

Report Totals: 133 / \$97,525.00

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Sep 12: 133 / \$97,525.00

Sales Totals: 133 / \$97,525.00

Station Totals: 133 / \$97,525.00

Lines not sent/rcl'd/rtn: 0 / \$0.00

—SALES MONTHLY TOTALS—
Sep 12: 133 / \$97,525.00

Sales Totals: 133 / \$97,525.00

Station Totals: 133 / \$97,525.00

Lines not sent/rcl'd/rtn: 0 / \$0.00

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Market Totals \$304,766

CATV 0%
KTNU 15%

KBLR 0%
KTUD 1%

KING 0%
KVCM 1%

KLAS 33%
KVMX 1%

KSNV 32%
KVUU 17%

XXXX 0%

—COMPETITIVE COMMENTS—
EST SHARES

Books NOV12
Demos RA35+

—CREDIT RISK—
CASH IN ADVANCE